



GLOBAL CITRUS SCAN (1/2010)

John Edmonds (18 January 2010)

Exchange Rate at 12:44 R/\$ 7.41 R/€ 10.65 R/£ 12.11

Citrus Growers Association (CGA)

US: Cold weather ends, but has damage to Florida oranges been done?

Monday night provided one last reminder of a record-setting cold snap that left citrus trees in Florida encased in icicles and prompted fears among growers of widespread damage to the crop. But even as the orange groves thawed Tuesday as the cold weather broke, the outlook remained distinctly chilly for the industry's growers and packers, with some analysts suggesting that 7.5 percent of this year's crop could be lost to the big freeze.

The cold snap's precise cost to the \$9.3 billion industry, which produces more than 75 percent of orange juice sold in the US, cannot be calculated accurately for several weeks, Ms. Gunter says, because it takes that long for ice damage to manifest itself in the trees. Growers might see only minor leaf burn or twig damage now, but discover later that their trees are a total loss.

[csmonitor.com; 14 January 2010]

Argentine lemons benefit from cold wave affecting citrus in Spain and the U.S.

The U.S. and Spain are the major competitors in the production in Tucuman, Argentina, which largely exports to the European Union. This year's crop prices will rise in Tucumán. All autonomous regions except for the Canary Islands and 49 Spanish provinces remained on high alert Sunday due to snow and low temperatures, according to the forecast of the State Meteorological Agency (AEMET).

This is good news for Tucuman, whose fresh lemon production competes with the Spanish, who have fewer surpluses to sell to Europeans and Americans. We must also take into account that the harvest will be reduced in Tucumana by about 40% due to the high temperatures which hit the region, so citrus prices will be very interesting next season.

In addition, plantations in Florida are struggling because of the polar wave hitting the United States. In Spain the risk due to the low temperatures is extreme, as in the case of the Cantabrica mountain range, where in some parts of the provinces of León, Burgos, Palencia and Cantabria could it be go low as -20 degrees, while in the mountains of Asturias and the Picos de Europa temperatures could drop to -16 degrees.

[simfruit.cl ; 13 January 2010]

Turkey: Citrus promotion group a catalyst for citrus exports

The amount of citrus exported rose by 43 percent, while its revenue was up 37 percent in 2009 compared with the year 2008 thanks to the productive activities of the Citrus Promotion Group (NTG), Ali Kavak, vice president of the group has said. Speaking to the Anatolia news agency yesterday, Kavak stated that some 3.5 to 4 million tons of citrus is produced per year in Turkey and about half of this figure is exported. The goal of the NTG, he said, is to raise competitive power of Turkish citrus abroad, as well as to increase consumption of citrus both in the country and overseas countries. So far important progress was achieved, he added. According to data shared by Kavak, last year more than 1.18 million tons of citrus was exported in exchange for \$801.83 million. This figures are 43 percent and 37 percent more than those in 2008, respectively, he added. NTG has been carrying out advertising campaigns in Russia for Turkish citrus. These campaigns started to give fruits, Kavak noted. "The target is surpassed already. Citrus export to Russia rose by 39 percent in 2009, compared to 2008. The revenue from has exports also increased by 33 percent." Reaching these figures despite the economic recession is pleasing and leads them to be hopeful for the future, he stressed. "Apart from Russia, similar campaigns will be carried out in Ukraine, Romania and Turkic republics." Kavak, who is also chairman of the National Citrus Council, said that there is no definite inventory held for citrus production in Turkey, and production amounts can only be estimated.

[todayszaman.com ; 14 January 2010]

Italian citrus on the road to China

An important agreement has been reached between Italy and China, which - according to the words of the Italian Minister for Agriculture Luca Zaia - "has opened another important breakthrough for Italy's exports and can be considered a great opportunity to relaunch the Country's food industry as a whole. The Chinese authorities committed to send their inspectors to Italy to check the suitability of our citrus fruits for export to China.."

[www.greenmed.eu ; 15 January 2010]

If you need more information on any of these issues, or if there is anything else that CGA can assist with, please contact us at 031 7652514, or johne@cga.co.za

YOUR LEVY WORKING FOR YOU – GROWER LEVIES ARE USED TO FUND THE ACTIVITIES OF CGA